MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

TIS 2251 –MANAGEMENT INFORMATION SYSTEMS

(All sections / Groups)

13 OCTOBER 2015
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 6 pages excluding cover page with 6 Questions only.

2. Attempt **ALL** FOUR questions in Part A and only **ONE** out of TWO questions in Part B. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the Answer Booklet provided.

PART A: Answer ALL questions (40 marks).

QUESTION 1

Federal Express (FedEx) is a logistical services company based in the United States with approximately 100,000 employees worldwide. FedEx provides transportation, e-commerce, and business services. Founded in 1971 by Frederick W. Smith, the company was created to remedy what Smith viewed as inefficiency in the distribution system for air freight. Since that time, FedEx has garnered a reputation for revolutionary business practices, speed, and reliability. Their information systems are a critical component of their success.

The route a typical package takes from start to finish is as follows. First, a FedEx agent picks up a package and scans it, entering it into the system under a unique identification number. It's then transferred to a hub, or sorting center, via a truck containing other similar packages. Once it reaches the nearest sorting center, which are over two football fields long and have anywhere from five hundred to a thousand workers, the packages are sorted via a system of conveyor belts.

FedEx uses several types of technology to sort the packages it ships. A dimensional scanner gets the length, width, height, and weight of the packages to determine their size and eventual cost of shipping. Another multidimensional scanner reads the barcode from any location on the package except the bottom. Then, paddles nudge the packages onto different belts depending on the eventual destination. Some packages require manual sorting instead of this automated method.

Once the packages have been sorted, they are placed into boxes together. The boxes are shaped in such a way that they will fit into a plane with maximum efficiency. A FedEx air control center coordinates the arrival of trucks and monitors airport and airplane conditions. Once the planes take off, travel, and reach their destinations, a FedEx courier delivers the package by hand, and scans again to signify the completion of the transaction.

Source: Jane Laudon and Kenneth C. Laudon. 2007. Management Information Systems: Managing the Digital Firm & Multimedia, 10/E. Prentice Hall.

a. Define ***business processes***. (2 marks)

b. List the business processes described in the case of Federal Express. (2 marks)

c. List the types of information systems described in the case. Describe how systems that were not described might be used at FedEx. (2 marks)

d. How important is technology to FedEx's business processes? (2 marks)

e. How could FedEx's shipping process be made even more efficient? (2 marks)

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QUESTION 2

a. Assuming you are writing a proposal for IT infrastructure investment. Describe **TWO (2)** major perspectives of the contents of the proposal. (3 marks)

b. Differentiate between data mining and OLAP. What are the types of information provided by data mining? (2 marks)

c. Managing data resources is the foundation of business intelligence. Explain why ***data quality audits*** and ***data cleansing*** are essential in managing data resources. (3 marks)

d. Briefly explain ***data hierarchy***. (2 marks)

QUESTION 3

Radio frequency identification (RFID) is one of the wireless technologies having a major impact on business.

a. How does RFID provide business value to firm? (2 marks)

b. Give **TWO (2)** examples of the applications of RFID which are commonly used today. (2 marks)

c. Compare ***Active RFID*** with ***Passive RFID***. (2 marks)

d. Should all major retailing and manufacturing companies switch to RFID? Why or why not? (4 marks)

QUESTION 4

a. Define ***security*** and ***control***. (2 marks)

b. What are the business value provided by ***security*** and ***control***? (2 marks)

c. Compare ***identify theft*** and ***phising***. (4 marks)

d. How hackers create security problems to financial institution? (2 marks)

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PART B: Answer either Question 5 OR Question 6 only (10 marks).

QUESTION 5

Select ONE best answer for each multiple-choice question below.

i) The quality of ubiquity, as it relates to e-commerce, is illustrated by

A) the same set of standards being used across the globe.
B) plentiful and cheap information.
C) the enabling of commerce worldwide.
D) the availability of Internet technology everywhere and anytime.

ii) Which of the following is **NOT** a recent development in e-commerce?

A) growth of wireless Internet connections
B) online, interactive models for newspapers and other traditional media
C) use of blogs as a commercial medium
D) transformation of the music recording industry

iii) Which of the following is **NOT** one of the unique features of e-commerce technology?

A) information density
B) transparency
C) richness
D) social technology

iv) Why are companies interested in setting up MySpace profiles for their products?

A) to bypass broadcast regulations for advertising to children
B) to gather data on MySpace users linking to them
C) to take advantage of free advertising
D) to create personal relationships with consumers

v) Companies rarely use Web pages to analyse customer information.

A) TRUE
B) FALSE

vi) eBay is an example of:

A) a click-and-mortar business
B) C2C electronic commerce
C) B2C electronic commerce
D) an online exchange

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vii) The process of sourcing goods and materials, negotiating with suppliers, paying for goods, and making delivery arrangements is called:

A) procurement
B) e-procurement
C) supply chain management
D) electronic commerce

viii) E-hubs are more _____ than private industrial networks.

A) transaction-oriented
B) collaborative
C) independent
D) supply-chain oriented

ix) Which of the following statements about m-commerce payments is **NOT** true?

A) use of mobile handsets as payment devices is already well established in Europe, Japan, and South Korea
B) the cell phone in the United States is not connected to a wide network of financial institutions
C) Japanese cell phones act like mobile wallets, containing a variety of payment mechanisms
D) the three kinds of mobile payments systems used in Japan are mobile credit cards, mobile debit cards, and digital wallets

x) All previous mass media in modern history, including the printing press, use a broadcast model where content is created in a central location by experts.

A) TRUE
B) FALSE

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QUESTION 6

Select ONE best answer for each multiple-choice question below.

i) Which of the following statements best describes the relationship between collaboration and knowledge management?

A) without knowledge, collaboration is difficult
B) knowledge doesn't exist without collaboration
C) knowledge is useful only when shared with others
D) as knowledge increases, so does collaboration

ii) Expertise and experience of organisational members that has not been formally documented best describes:

A) wisdom
B) information
C) data
D) tacit knowledge

iii) The set of business processes, culture, and behavior required to obtain value from investments in information systems is one type of:

A) knowledge culture
B) knowledge discovery
C) organisational and management capital
D) organisational routine

iv) Which of the following statements is **NOT** an accurate description of the importance of knowledge to a firm?

A) knowledge-based core competencies are key organisational assets
B) knowledge should be seen as similar to any other key asset, such as a financial asset or a production facility
C) knowledge enables firms to become more efficient in their use of scarce resources
D) knowledge is not subject to the law of diminishing returns as are physical assets

v) Informal social networks of professionals and employees within and outside the firm who have similar work-related activities and interests are called communities of:
A) practice
B) professionals
C) interest
D) knowledge

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vi) When there is no well-understood or agreed-on procedure for making a decision, it is said to be:
A) undocumented
B) unstructured
C) documented
D) semistructured

vii) Which phase of decision making finds or recognizes a problem, need, or opportunity?
A) design
B) intelligence
C) choice
D) implementation

viii) The role of entrepreneur falls into which of Mintzberg's managerial classifications?
A) decisional
B) informational
C) interpersonal
D) symbolic

ix) Which type of information system supports decision-making by enabling users to extract useful information that was previously buried in large quantities of data?
A) GSS
B) ESS
C) TPS
D) DSS

x) A pivot table is a:
A) spreadsheet tool that displays two or more dimensions of data in a convenient format
B) type of relational database
C) chart tool that can rotate columnar data quickly and visually
D) tool for performing sensitivity analysis

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